

RECEIVED
CENTRAL FAX CENTER**Facsimile Transmittal Cover Sheet****MAY 15 2006**

USPTO Fax: 571-273-8300

RE: Reply to Office Action mailed March 7, 2006

Patent Application No. 10/662,998

Filing Date: September 16, 2003

Title: METHOD FOR IMPROVING A WEB SITE'S RANKING
WITH SEARCH ENGINES

Inventor: Derek Murashige, et al

Assignee: The Go Daddy Group, Inc.

Assignee Correspondence Address: 14455 North Hayden Road
Suite 219
Attn: Stewart J. Womack
Scottsdale, AZ 85260

Assignee's Telephone: 480-505-8832

Assignee's Fax: 480-624-2578

Assignee's Email: inventions@godaddy.com

Submission Content:

- Facsimile Transmittal Cover Sheet – 1 page
- Reply – 14 pages

Total pages: 1+14

Total Fees: \$0

Submitted By: /Stewart J. Womack/ Reg.#45,230

Date Submitted: 05/15/2006

Signature: /Stewart J. Womack/ Reg. #45,230

Stewart J. Womack

**RECEIVED
CENTRAL FAX CENTER**

MAY 15 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Derek Murashige / Docket #: 0009
Application No.: 10/662,998 / Examiner: Chelcie Daye
Filing Date: September 16, 2003 / Art Unit: 2161
Title: **METHOD FOR IMPROVING A WEB SITE'S RANKING WITH
SEARCH ENGINES**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY

Dear examiner:

In response to the Office Action mailed March 7, 2006 (hereafter OA), please amend the above-identified application and consider the following remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.